VIA MILANO

ITALY — R.I

THE PRIVILEGE OF MAKEUP



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VIA
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Through effective formulas, gorgeous colors, sophisticated scents and fashion imagery Ideal brings affordable luxury to women inspiring them to enjoy their beauty
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COMPANY

With a 25 years extended experience in creation and development of beauty private labels, TARGET is proud to announce the launch of its new brand Via Milano.

A clear and deep understanding of contemporary clientele needs as well as Target's strong relationship with the best Italian beauty manufacturers and retailers allowed us to create a tailor-made solution for our clients.

We managed to combine the quality and up to date innovations of Professional Beauty Market with Retail Market demands.

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POSITIONING

Via Milano is born on the edge
of two big trends on beauty market:

Luxury Beauty – Professional
Effectiveness

• All our products are packed in luxurious packaging, have rich textures, inspiring colors and sophisticated scents
• Being focused on the End Consumer we took care our products to be easy to use and make the experience of everyday make up as pleasant as possible
• All our products provide luxurious feeling due to its supreme high-end formulations



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FACE



Long Lasting Cream foundation

Long lasting cream foundation with vitamine e that prevent the skin's ageing, hydrating and leaving it elastic. Good for all kinds of skin, it stays on perfectly all day long





Anti-age Foundation SPF 15

Anti-age foundation with spf 15, stretches the skin and corrects the visible signs of aging, giving it a radiant and natural result. The face appears remodeled and glows with youth





Matte Perfection Full Coverage Foundation

Matte perfection full coverage foundation, evens the complexion and conceals visible imperfections, giving the skin a flawless and natural-looking matte finish. The face appears smooth, refined, and perfectly perfected



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Compact Powder Wet & Dry

Its innovative micronized texture makes this compact powder Wet & Dry soft and silky to touch, adhering perfectly to the skin by an easy application. This water-resistant product can be applied with a wet sponge, giving the skin a fresh sensation and a perfect make-up finish

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Compact Powder Stop Shine

This super light texture makes the skin soft and silky, totally hiding imperfections. Suitable for all kinds of skin, specially the oily one, it can be applied with the help of a moistened sponge, removing the shiny effect and restoring the skin's natural color

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Blush Anti-Shine & Covering

This innovative blush gives a vivid and natural color to the skin, staying all day long. Its new micronized texture, extremely delicate and silky to touch, defines and gives prominence to the facial lines, making the visage extraordinari ly luminous





Illuminating Blush

This innovative blush gives a fresh and radiant color to the skin, staying all day long. Its silky texture blends effortlessly onto the skin, creating a delicate luminous veil that enhances the complexion and naturally defines the facial features



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FACE



Bronzer

This silky bronzer warms up the complexion with a natural sun-kissed effect, staying all day long. Its finely milled texture applies evenly and effortlessly, sculpting the face with a soft touch of color for a healthy, naturally bronzed appearance.



Highlighter

This luminous powder instantly enhances the skin with a sophisticated, radiant glow, staying all day long. Its ultra-fine formula melts seamlessly into the skin, reflecting light with a delicate pearlescent effect and bringing a beautiful dimension to the high points of the face

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EYES



Eye Pencil





Eyebrow Pencil



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EYES



CURLY
MASCARA



VOLUME
MASCARA



LENGHTENING
MASCARA

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EYES



SHIMMER EYESHADOW

This radiant eyeshadow illuminates the eyes with a beautiful touch of shimmer, staying vibrant all day long. Its silky formula glides smoothly over the lids, releasing luminous particles that catch the light and create a sophisticated multidimensional effect.



MATTE EYESHADOW

This sophisticated eyeshadow delivers intense and even color to the eyes, staying flawless all day long. Its smooth, velvety formula blends effortlessly onto the lids, creating a refined matte look with excellent definition and depth



PEARL EYESHADOW

This elegant eyeshadow enhances the eyes with a delicate pearlescent glow, staying luminous all day long. Its finely milled formula melts onto the skin, revealing a soft reflective finish that adds dimension and sophistication to every look.

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EYES






Eye Shadow Palette / Four Colors

These versatile eyeshadow palettes combine four sophisticated shades
to create endless eye looks, from natural and refined to intense and glamorous.
Its carefully selected textures blend effortlessly together, offering rich color, luminous accents
and beautiful definition for a perfectly polished look that lasts all day long.

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EYES



Capillary Eyeliner Dramatic Line



Liquid Eyeliner Ultra Fine

This versatile eyeliner defines and enhances the eyes with intense, precise color, creating a flawless look that lasts all day long. Its smooth and easy-to-apply formula glides effortlessly across the eyelid, allowing you to create perfectly defined lines and enhance every eye look with effortless precision.

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LIPS



Lip Pencil

This silky soft-textured lip pencil glides easily to define your natural lip contour for flawless and long-lasting result. Use it before applying lipstick or lip gloss

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LIPS



Lipstick Creamy

Its formula wisely creates a long lasting intense color effect, pure and vibrating, enhancing the lips. The silky and velvet texture outlines smile's firms and faithfully follows every movement of the lips, making them irre sistible



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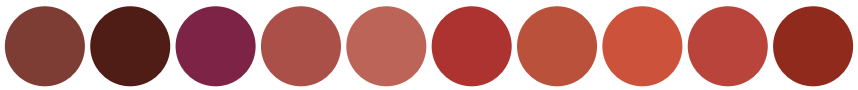
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LIPS



Lipstick Wet Effect

Its formula gives to the lips a wet effect thanks to a fine creamy film characterized by a transparency which makes the color sublime and extremely glossy. Soft and velvety on the lips, it provides an intense hydration and an ideal sealing



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LIPS



Velvet Matte Lipstick

This revolutionary lipstick offers an effortless longlasting comfort with velvety matte finish. Formulated with luxurious creamy texture it glides easily, leaving your lips full of captivating couture shades from sensuous pink neutrals to alluring bolds. Create a powerful sophisticated look in one single stroke



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LIPS



Lip Gloss Shimmer

Volume and extreme shine in a single pass. It gives to the lips a perfect contour and a plumped effect wrapping them with a tridimensional and ultra shimmer color



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LIPS



Lip Gloss Comfort

It gives brightness and intense color in one pass, highlighting the lineaments of the lips that appear fuller, shiny and soft



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OUR RETAIL FOCUS

We provide high quality selective products in terms of formulation, packaging, types of products, perfumes and assortment for Department Stores



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